



# NIGERIA AND SENEGAL HEALTHCARE INNOVATION BUSINESS BRIEFING



AUGUST 25, 2022 | EMBASSY SUITES MINNEAPOLIS AIRPORT | MINNEAPOLIS, MN

## Meet Healthcare Decision-Makers from Nigeria and Senegal

The U.S. Trade and Development Agency will host a Sub-Saharan Healthcare Innovation Business Briefing with delegates from Nigeria and Senegal who intend to procure U.S. medical devices, health information technologies, and equipment to expand their hospital infrastructure. Learn more about anticipated procurement opportunities and meet with key decision-makers.

### BACKGROUND

The International Finance Corporation estimates that \$30 billion in new investment will be needed over the next decade to meet sub-Saharan Africa’s healthcare demand. The countries participating in this business briefing represent some of the region’s most dynamic market opportunities.

Delegates intend to procure ultrasounds, X-rays, CT scanners, MRIs, telemedicine systems, ophthalmic technologies, mammogram machines, PET scanning devices, radiotherapy machines, robotic surgery devices, proton therapy machines, electronic medical record systems, and health management information systems for smart hospitals.

**NIGERIA:** The Government of Nigeria is planning a \$58 million project to build 14 medical centers and upgrade two intensive care units across the country. Nigeria is also laying the foundation for a widespread rollout of healthcare information technologies.

**SENEGAL:** The Government of Senegal is focused on reducing mortality rates, improving general nutrition, and reinforcing governance of its healthcare sector. Senegal seeks U.S. healthcare solutions in areas such as medical equipment, drone technology, e-health solutions, and the development of healthcare facilities.

### ABOUT USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority infrastructure projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

Attendance at this event is limited to individuals, firms, or consultants from the U.S. or USTDA-eligible countries in Africa as defined by USTDA’s Nationality Source and Origin Requirements available on USTDA’s website at [www.USTDA.gov](http://www.USTDA.gov).

**REGISTER NOW**

Thursday, August 25, 2022  
9:00 AM - 2:30 PM (CDT)

Embassy Suites by  
Hilton Minneapolis Airport  
Meeting Room: Cedar Room 1  
7901 34th Ave S  
Bloomington, MN 55425

### TOPICS OF DISCUSSION

- Healthcare needs post COVID-19
- Hospital infrastructure and medical devices
- Technologies in healthcare systems
- Opportunities for cooperation and partnership with U.S. firms
- Upcoming healthcare projects and procurement opportunities

### BUSINESS OPPORTUNITIES

- Learn about healthcare priorities and potential procurement opportunities in Nigeria and Senegal
- Form new business partnerships
- Meet with key Nigeria and Senegal decision-makers
- Network during the Business Briefing

### CONTACT INFORMATION

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